

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPAGNIES, INC.

AD #1906 - PGD # B-91606 - "5 Extra House" Type 4/C (9 3/8 x 11 1/2) Supplements, 1985

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New Players Lights 25's because...

You get
5 extra smokes
on the house. 9

Kings & 100s
Also available in Menthol.

Kings 10 mg "tar," 0.8 mg nicotine --
100s 17 mg "tar," 0.8 mg nicotine --
per cigarette by FTC method.



Count 'em.

25

quality cigarettes
for the price of 20.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

M.R.P. suggested pricing based on full price brands.

100-200-100-104